**Career Academy Integrated Unit Plan**

**Academy Name: Academy of Entertainment Sports Marketing** **School: New Smyrna Beach High School**

**Date Created: June 8, 2011 Created by: Erin Everidge**

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| Integrated Unit Plan Title: What is the American Dream? |
| Courses to integrate: American Literature and Marketing Management |
| Grade Level: 11th |
| Timeline & Duration: 1 week |

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| * Unit Summary: Essential Question: What is the American Dream and what does it take to achieve it? Students will learn the essential needs for a career of their choice. Students will first decide what they believe is their ultimate goal in life. They will interview someone who has already met their similar goal and write a narrative based upon the interview. Students will then track the changes in the American Dream throughout history and develop a webpage based upon the information they collect. * Introduction to the theme of the American Dream * Afterward, students prepare for an interview to learn more about the workplace of today. * Finally, students are introduced to the module project of developing exhibits for a class Web site that will show how the workplace has changed throughout U.S. history. |

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| **Overview of Activities/Lessons per Course** | | | | |
| Course | English III-American Literature | Marketing Management |  |  |
| Activity/Lesson | * Connections to American Literature | (FordPAS Module 3) |  |  |
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**Lesson Instructions for English III-American Literature:**

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| **Standards:**   * Read with understanding * Convey ideas in writing-write narratives to develop real or imagined experiences or events using effective technique, relevant descriptive details, and well-structured even sequences * Speak so others can understand/Listen actively- Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led); present information, findings, and supporting evidence, conveying a clear and distinct perspective. * Learn through research |
| **Instructions to Teacher:**   * Familiarize yourself with FordPAS Module 3: People at Work * Facilitate a class discussion about the American Dream. * Listen to “Coming to America” by Neil Diamond. * Begin a class discussion about the lyrics and brainstorm ideas for who his intended audience is for his message. * Explain how to write and edit a narrative * Explain etiquette for sending thank you notes |
| **Instructions to Students:**   * Students make predictions of their lives and explain their own American Dream. * Answer questions in FordPAS Mod 3:  1. Do you think it’s possible to attain the American Dream today? Why or why not? 2. How might aspects of the workplace that you identified as workplace themes affect people’s ability to attain the American Dream? 3. What workplace issues do you think you’ll face when you enter the workforce? How might these issues influence whether you attain the American Dream?  * Write about what the American Dream means to you. What is your personal definition of the American Dream? * Bring narrative to class and edit/revise * Send a thank you note to interviewee * Continue reading pieces from the textbook about settlers arriving in America |
| **Instructions for Student Accommodations:**   * Think, Pair, Share * Extended time * Find a subject for a student to interview * Interview Questions to Revise handout |
| **Assessment for Activity:**   * Use rubric for American Dream Assessment * Interviewer Skills Assessment |
| **Approximate Length of Time for Activity:**   * Ongoing throughout 1st quarter |
| **Materials Needed:**   * MP3 of “Coming to America” by Neil Diamond * Computers * Paper * Pen/pencil |
| **Resources Needed:**   * FordPAS Module 3: People at Work |
| Attachments: |

**Lesson Instructions for Marketing Management:**

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| **Standards (Performance Tasks or Course Frameworks or Sunshine State Standards ):**  **Rigor & Relevance (quadrant):** |
| **Instructions to Teacher:**   * Explain purpose of interviewing and how to find someone to interview * Help students create interview questions * Go over proper etiquette when conducting an interview |
| **Instructions to Students:**   * Read quotes from FordPAS regarding the American Dream * Find someone in your career choice to interview * Create interview questions * Use proper etiquette when conducting an interview * Compile information from interview * Write narrative on subject of interview |
| **Instructions for Student Accommodations:**   * Think, Pair, Share * Extended time * Find a subject for a student to interview * Interview Questions to Revise handout |
| **Assessment for Activity:**   * Use rubric for American Dream Assessment * Interviewer Skills Assessment |
| **Approximate Length of Time for Activity:**   * 5 class periods |
| **Materials Needed:**   * Computers * Paper * Pen/pencil |
| **Resources Needed:** |
| Attachments: |